

# CRT

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FINANCE,CAL47217  
F217

FIELD FINAL - NOVEMBER 2, 1999  
(Columns are "card/column")

AC1144  
PROJECT REGISTRATION #128313  
**CALIFORNIA TOBACCO**  
Sacramento, California  
Adult Survey  
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November, 1999

THE GALLUP ORGANIZATION

  X   APPROVED BY CLIENT

  X   APPROVED BY PROJECT MANAGER

n=6,900

I.D.#:           0           (1-6)

\*\*AREA CODE AND TELEPHONE NUMBER:

                                 (   1/32   -   1/41   )

\*\*INTERVIEW TIME:

                                 (   2/49   -   2/54   )

Hello, this is \_\_\_\_\_ calling from The Gallup Organization. May I please speak with an adult age 18 or older? **(When qualified respondent is reached, continue:)** We are conducting a survey in California about people's opinions about health issues in the state and the state's tobacco program.

1 Respondent available - (Continue)

4 Not available - (Set time to call back)                          ( 5/12 )

S1a. LANGUAGE: (Code only)

- 1 English
- 2 Spanish

\_\_\_\_\_ ( 5/13)

S1b. In order to randomly select one person in your household to interview, please tell me how many members of your household including yourself are age 18 or older? (Open ended and code actual number)

- 00 None - (Thank and Terminate)
- 01 One - (Ask to speak to him/her;  
Skip to "Interviewer Read" after S2)
- 02-  
97 (Continue)
- 98 (DK) (Thank and Terminate)
- 99 (Refused) (Thank and Terminate)

\_\_\_\_\_ ( 5/14) \_\_\_\_\_ ( 5/15)

S2. Now, of the (response in S1b) adults in your household age 18 or older, who had the most recent birthday?

- 1 Respondent - (Skip to S3)
- 2 Other adult available -  
(Ask to speak to him/her; Continue)
- 3 Other adult NOT available -  
(Reset to "Intro", and Set  
time to call back)
- 4 (DK) (Thank and Terminate)
- 5 (Refused) (Thank and Terminate)

\_\_\_\_\_ ( 5/16)

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**(If code "01" in S1b and if necessary, OR if code "2" in S2, read:)** Hello, this is \_\_\_\_\_, with The Gallup Organization. We are conducting a survey in California about people's opinions about health issues in the state and the state's tobacco program.

1 Person available - **(Continue)**

2 Person not available -  
**(Reset to Introduction, and  
Set time to call back)**

\_\_\_\_\_ ( 5/17)

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S3. Please tell me the county you currently live in.  
(Open ended and code)

001 Alameda  
013 Contra Costa  
019 Fresno  
033 Lake  
035 Lassen  
037 Los Angeles  
051 Mono  
053 Monterey  
059 Orange  
063 Plumas  
067 Sacramento  
071 San Bernardino  
073 San Diego  
075 San Francisco  
081 San Mateo  
085 Santa Clara  
089 Shasta  
115 Yuba

997 Other (do NOT list) **(Thank and Terminate)**  
998 (DK) **(Thank and Terminate)**  
999 (Refused) **(Thank and Terminate)**

\_\_\_\_\_ ( 5/18 - 5/20)

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S4. (SURVENT: Code only) RANDOM QUARTER SAMPLE:  
(Randomly assign each case into one of the four codes)

1 A  
2 B  
3 C  
4 D

\_\_\_\_\_ (11/80)

## **BACKGROUND**

A1. What is the name of the city or town where you live? (Open ended and code) **(SURVENT NOTE: Program so name of county will appear subsequent to entry of city of residence)**

### **(If code "001" in S3:)**

001	Alameda
002	Albany
003	Berkeley
004	Dublin
005	Emeryville
006	Fremont
007	Hayward
008	Livermore
009	Newark
010	Oakland
011	Piedmont
012	Pleasanton
013	San Leandro
014	Union City

### **(If code "013" in S3:)**

015	Antioch
016	Brentwood
017	Clayton
018	Concord
019	Danville
020	El Cerrito
021	Hercules
022	Lafayette
023	Martinez
024	Moraga
025	Orinda
026	Pinole
027	Pittsburg
028	Pleasant Hill
029	Richmond
030	San Pablo
031	San Ramona
032	Walnut Creek

### **(If code "019" in S3:)**

033	Clovis
034	Cooling
035	Firebug
036	Fouler
037	Fresno
038	Huron
039	Kaman
040	Kingsburg
041	Mendota
042	Orange Cove
043	Parlier
044	Reedley
045	San Joaquin
046	Sanger
047	Selma

### **(If code "033" in S3:)**

048	Clearlake
049	Lakeport

### **(If code "035" in S3:)**

050	Susanville
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A1. (Continued:)

**(If code "037" in S3:)**

051	Agoura Hills	097	Lomita
052	Alhambra	098	Long Beach
053	Arcadia	099	Los Angeles
054	Artesia	100	Lynwood
055	Avalon	101	Malibu
056	Azusa	102	Manhattan Beach
057	Baldwin Park	103	Maywood
058	Bell	104	Monrovia
059	Bell Gardens	105	Montebello
060	Bellflower	106	Monterey Park
061	Beverly Hills	107	Norwalk
062	Bradbury	108	Palmdale
063	Burbank	109	Palos Verdes Estates
064	Calabasas	110	Paramount
065	Carson	111	Pasadena
066	Cerritos	112	Pico Rivera
067	Claremont	113	Pomona
068	Commerce	114	Rancho Palos Verdes
069	Compton	115	Redondo Beach
070	Covina	116	Rolling Hills
071	Cudahy	117	Rolling Hills Estates
072	Culver City	118	Rosemead
073	Diamond Bar	119	San Dimas
074	Downey	120	San Fernando
075	Duarte	121	San Gabriel
076	El Monte	122	San Marino
077	El Segundo	123	Santa Clarita
078	Gardena	124	Santa Fe Springs
079	Glendale	125	Santa Monica
080	Glendora	126	Sierra Madre
081	Hawaiian Gardens	127	Signal Hill
082	Hawthorne	128	South El Monte
083	Hermosa Beach	129	South Gate
084	Hidden Hills	130	South Pasadena
085	Huntington Park	131	Temple City
086	Industry	132	Torrance
087	Inglewood	133	Vernon
088	Irwindale	134	Walnut
089	La Canada-Flintridge	135	West Covina
090	La Habra Heights	136	West Hollywood
091	La Mirada	137	Westlake Village
092	La Puente	138	Whittier
093	La Verne		
094	Lakewood		
095	Lancaster		
096	Lawndale		

A1. (Continued:)

(If code "051" in S3:)

139 Mammoth Lakes

(If code "053" in S3:)

140 Carmel  
141 Del Rey Oaks  
142 Gonzales  
143 Greenfield  
144 King City  
145 Marina  
146 Monterey  
147 Pacific Grove  
148 Salinas  
149 Sand City  
150 Seaside  
151 Soledad

(If code "059" in S3:)

152 Anaheim  
153 Brea  
154 Buena Park  
155 Costa Mesa  
156 Cypress  
157 Dana Point  
158 Fountain Valley  
159 Fullerton  
160 Garden Grove  
161 Huntington Beach  
162 Irvine  
163 La Habra  
164 La Palma  
165 Laguna Beach  
166 Laguna Hills  
167 Laguna Niguel  
168 Lake Forest  
169 Los Alamitos  
170 Mission Viejo  
171 Newport Beach  
172 Orange  
173 Placentia  
174 San Clemente  
175 San Juan Capistrano  
176 Santa Ana  
177 Seal Beach  
178 Stanton  
179 Tustin  
180 Villa Park  
181 Westminster  
182 Yorba Linda

(If code "063" in S3:)

183 Portola

(If code "067" in S3:)

184 Folsom  
185 Galt  
186 Isleton  
187 Sacramento

(If code "071" in S3:)

188 Adelanto  
189 Apple Valley  
190 Barstow  
191 Big Bear Lake  
192 Chino  
193 Chino Hills  
194 Colton  
195 Fontana  
196 Grand Terrace  
197 Hesperia  
198 Highland  
199 Loma Linda  
200 Montclair  
201 Needles  
202 Ontario  
203 Rancho Cucamonga  
204 Redlands  
205 Rialto  
206 San Bernardino  
207 Twentynine Palms  
208 Upland  
209 Victorville  
210 Yucaipa  
211 Yucca Valley

A1. (Continued:)

**(If code "073" in S3:)**

212 Carlsbad  
213 Chula Vista  
214 Coronado  
215 Del Mar  
216 El Cajon  
217 Encinitas  
218 Escondido  
219 Imperial Beach  
220 La Mesa  
221 Lemon Grove  
222 National City  
223 Oceanside  
224 Poway  
225 San Diego  
226 San Marcos  
227 Santee  
228 Solana Beach  
229 Vista

**(If code "075" in S3:)**

230 San Francisco

**(If code "081" in S3:)**

231 Atherton  
232 Belmont  
233 Brisbane  
234 Burlingame  
235 Colma  
236 Daly City  
237 East Palo Alto  
238 Foster City  
239 Half Moon Bay  
240 Hillsborough  
241 Menlo Park  
242 Millbrae  
243 Pacifica  
244 Portola Valley  
245 Redwood City  
246 San Bruno  
247 San Carlos  
248 San Mateo  
249 South San Francisco  
250 Woodside

**(If code "085" in S3:)**

251 Campbell  
252 Cupertino  
253 Gilroy  
254 Los Altos  
255 Los Altos Hills  
256 Los Gatos  
257 Milpitas  
258 Monte Sereno  
259 Morgan Hill  
260 Mountain View  
261 Palo Alto  
262 San Jose  
263 Santa Clara  
264 Saratoga  
265 Sunnyvale

**(If code "089" in S3:)**

266 Anderson  
267 Redding  
268 Shasta

**(If code "115" in S3:)**

269 Marysville  
270 Wheatland

A1. (Continued:)

997 Other (list)  
998 (DK)  
999 (Refused)

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( 5/21 - 5/23)

A2. What is the zip code of the place where you live?  
(Open ended and code all five digits)

99998 (DK)  
99999 (Refused)

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( 1/21 - 1/25)

A3. How long have you lived in the county where you  
currently live? (Open ended and code actual number  
of years)

01 6 months to 1 year

02-

96 96+ (Continue)

97 Less than 6 months (Thank and Terminate)

98 (DK) (Thank and Terminate)

99 (Refused) (Thank and Terminate)

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( 5/24) ( 5/25)

A4. How many children under age 18 currently live in  
your household? (Open ended and code actual  
number)

98 (DK)

99 (Refused)

---

( 5/26) ( 5/27)

A4a. As some questions will be asked only of people in certain age groups, please tell me your age. (Open ended **and code actual age**)

99 99+  
00 (Refused)

\_\_\_\_ ( 7/76) ( 7/77)

### **SALIENCE/ISSUE INVOLVEMENT**

B1. The first few questions are about your perceptions and use of tobacco. First, in your community, how serious of a problem is tobacco use? Would you say **(read 4-1)**?

4 Very serious  
3 Serious  
2 Somewhat serious, OR  
1 Not at all serious

5 (DK)  
6 (Refused)

\_\_\_\_ ( 5/28)

HOLD 0 ( 5/29-  
5/31)

### **CIGARETTE USE**

C1. Have you ever smoked a whole cigarette?

1 Yes - (Continue)  
2 No (Skip to D1)  
3 (DK) (Skip to D1)  
4 (Refused) (Skip to D1)

\_\_\_\_ ( 5/32)

C2. (If code "1" in C1, ask:) Have you smoked at least 100 cigarettes in your life?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ ( 5/33)

HOLD      0 (12/12)

C2a. How old were you when you smoked your first whole cigarette? (Open ended and code actual age)

- 98 (DK)
- 99 (Refused)

\_\_\_\_\_ (12/21) (12/22)

C2b. Have you ever purchased cigarettes over the Internet?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ (12/23)

C3. Do you now smoke cigarettes every day, some days, or not at all?

- 1 Every day
- 2 Some days
- 3 Not at all - (Skip to #C4a)
- 4 (DK)
- 5 (Refused)

\_\_\_\_\_ ( 5/34)

C4. Think about the last 30 DAYS. On how many of these days did you smoke at least one cigarette? (Open ended and code actual number)

00 None - (Continue)

01-  
30 (Skip to C5)

98 (DK) (Skip to C5)

99 (Refused) (Skip to C5)

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( 5/35) ( 5/36)

C4a. (If code "3" in C3, or code "00" in C4, ask:) How many cigarettes did you smoke on average per day when you were smoking? (Open ended and code actual number)

01 One or less

98 (DK)

99 (Refused)

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(12/24) (12/25)

(All in C4a, Skip to C6c)

C5. Think about the last 30 days. On the days that you did smoke, what was the AVERAGE NUMBER of cigarettes you smoked per day? (Open ended and code actual number)

01 1 or less per day

98 (DK)

99 (Refused)

---

( 5/37) ( 5/38)

C6. Would you like to quit smoking cigarettes?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ ( 5/39)

C6a. Are you seriously thinking of quitting smoking  
(read 1-3)?

- 1 Within the next thirty days
- 2 Within the next six months, OR
- 3 Are you not thinking of  
quitting at all
- 4 (DK)
- 5 (Refused)

\_\_\_\_\_ (12/26)

C6b. Have you ever tried to quit smoking for a day or  
longer?

- 1 Yes - **(Continue)**
- 2 No **(Skip to C7)**
- 3 (DK) **(Skip to C7)**
- 4 (Refused) **(Skip to C7)**

\_\_\_\_\_ (12/27)

C6c. (If code "1" in C6b, ask:) How long ago was the start of your most recent quit attempt that lasted for one day or longer? (Open ended and code days, months and/or years)

DAYS:

00 Response not given in days

98 (DK) (Skip to "Note" before C6c-1)

99 (Refused) (Skip to "Note" before C6c-1)

---

(12/28) (12/29)

MONTHS:

00 Response not given in months

98 (DK) (Skip to "Note" before C6c-1)

99 (Refused) (Skip to "Note" before C6c-1)

---

(12/30) (12/31)

YEARS:

00 Response not given in years

98 (DK) (Skip to "Note" before C6c-1)

99 (Refused) (Skip to "Note" before C6c-1)

---

(12/32) (12/33)

(If code "98" or "99" in C6c,  
Skip to C6d;  
Otherwise, Continue)

C6c-1. (INTERVIEWER: Code only) Was the response in C6c within the past twelve months/past year? (Display response in C6c)

1 Yes

2 No

---

(12/76)

C6d. Thinking about the last time you tried to quit smoking cigarettes, for how long were you successful in not smoking? (NOTE TO INTERVIEWER: If respondent says "still successful", ask how long it has been)

1 One day or less - (Skip to D1)

2 Two or three days

3 Four to seven days

4 More than one week to  
less than one month

5 One month to less than  
one year

6 One year or more

7 (DK)

8 (Refused)

\_\_\_\_\_ (12/34)

C7. (NOTE TO SURVENT: Autocode only - Do NOT ask:)

During the past 12 MONTHS, have you tried to quit smoking cigarettes for one day or longer?

1 (If code "1" in C6c-1:) Yes - (Continue)

2 (If code "2" in C6b,  
or code "2" in C6c01:) No - (Skip to D1)

3 (If code "3" in C6b,  
or code "98" in C6c:) (DK) - (Skip to D1)

4 (If code "4" in C6b,  
or code "99" in C6c) (Refused) - (Skip to D1) \_\_\_\_\_ ( 5/40)

(There are no C8-C10)

C11. (If code "1" in C7, ask:) Did you call the California Smoker's Helpline, 1-800-7NOBUTTS to get information about quitting smoking? (INTERVIEWER NOTE: The Spanish language California Smoker's Helpline number is 1-800-45-NOFUME.)

1 Yes

2 No

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 5/41)

C12. Thinking about the last time you quit smoking for one day or more, did you (read A-C)?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

A. Use a nicotine substitute \_\_\_\_\_ (12/35)

B. Receive advice from a doctor \_\_\_\_\_ (12/36)

C. Attend a smoking cessation class or group  
(12/37)

**OTHER TOBACCO USE**

D1. Have you ever tried CHEWING TOBACCO or SNUFF, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

- 1 Yes - (Continue)
- 2 No (Skip to D5)
- 3 (DK) (Skip to D5)
- 4 (Refused) (Skip to D5)

\_\_\_\_\_ ( 5/42)

D2. (If code "1" in D1, ask:) During the past 30 DAYS, on how many days did you use chewing tobacco or snuff? (Open ended and code actual number)

- 00 None
- 01-
- 30
- 98 (DK)
- 99 (Refused)

\_\_\_\_\_ ( 5/43) ( 5/44)

D3. In the last 12 months, have you tried to quit using chewing tobacco or snuff for one day or longer?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ ( 5/45)

(There is #D4)

HOLD

0 ( 5/45)

D5. Have you ever tried smoking a cigar?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ ( 5/47)

(There is no D6)

(If code "2", "3" or "4" in D5, Skip to D9;  
Otherwise, Continue)

D7. (If code "1" in D5, ask:) How many CIGARS have you smoked in your whole life? Would you say (read 0-6)?

- 0 None - (Skip to D9)
- 1 Only a few puffs
- 2 Part or all of one cigar
- 3 2 to 4 cigars
- 4 5 to 20 cigars
- 5 21 to 49 cigars
- 6 50 or more cigars
- 7 (DK)
- 8 (Refused)

\_\_\_\_\_ ( 5/48)

D8. During the past 30 DAYS, on how many days did you smoke at least one cigar? (Open ended and code actual number)

- 00 None
- 01-30
- 98 (DK)
- 99 (Refused)

\_\_\_\_\_  
( 5/49) ( 5/50)

D9. (SURVENT: Code only) Cigarette or cigar smoker

- 1 (If code "1" or "2" in C3, or code "01-30" in D8:) Smoker
- 2 (If code "3", "4", "5" or "Blank" in C3, AND code "00", "98", "99" or "Blank" in D8:) Non-smoker

\_\_\_\_\_  
(12/13)

(ASK EVERYONE)

D10. Not including yourself, how many members of your household currently smoke? (Open ended and code actual number)

- 00 None
- 98 (DK)
- 99 (Refused)

\_\_\_\_\_  
(12/38) (12/39)

D11. How many of your friends are smokers? Would you say (read 1-5)?

- 1 None
- 2 A few
- 3 Less than half
- 4 About half, OR
- 5 Most
- 6 (DK)
- 7 (Refused)

\_\_\_\_\_  
(12/40)

D12. Has any family member or close friend died from a smoking-related illness; for example, heart disease, lung disease, cancer or emphysema?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ (12/41)

### **EXPOSURE TO ETS**

**(INTERVIEWER READ:)** The next set of questions are about your exposure to other people's tobacco smoke.

E1. During the past 7 DAYS, when you were at HOME, how many days were you exposed to other family members' or visitors' tobacco smoke? (Open ended and code)

- 00 None - **(Skip to E2)**
- 01 1 day
- 02 2 days
- 03 3 days
- 04 4 days
- 05 5 days
- 06 6 days
- 07 7 days
- 08 (DK) **(Skip to E2)**
- 09 (Refused) **(Skip to E2)**
- 10 (Was not home in the past 7 days) **(Skip to E2)**

\_\_\_\_\_ ( 5/51) ( 5/52)

E1a. On these days, about how many hours per day were you exposed to other people's smoke? (Open ended and code actual number of hours per day)

- 97 Less than one
- 98 (DK)
- 99 (Refused)

\_\_\_\_\_  
(12/42) (12/43)

E2. Do you currently work for money outside of your home in an indoor setting, such as an office, factory, or store?

- 1 Yes - (Continue)
- 2 No (Skip to E4)
- 3 (DK) (Skip to E4)
- 4 (Refused) (Skip to E4)

\_\_\_\_\_  
( 5/53)

E3. (If code "1" in E2, ask:) During the past 7 DAYS, when you were at WORK, how many days were you exposed to other people's tobacco smoke? (Open ended and code)

- 00 None - (Skip to E4)
- 01 1 day
- 02 2 days
- 03 3 days
- 04 4 days
- 05 5 days
- 06 6 days
- 07 7 days
- 08 (DK) (Skip to E4)
- 09 (Refused) (Skip to E4)
- 10 (Was not at work  
in past 7 days) (Skip to E4)

\_\_\_\_\_  
( 5/54) ( 5/55)

E3a. On these days, about how many hours per day were you exposed to other people's smoke? (Open ended and code actual number of hours per day)

- 97 Less than one
- 98 (DK)
- 99 (Refused)

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(12/44) (12/45)

E4. During the past 7 DAYS, when you were some place other than work or home, how many days were you exposed to other people's tobacco smoke? (Open ended and code)

- 00 None - (Skip to F1)
- 01 1 day
- 02 2 days
- 03 3 days
- 04 4 days
- 05 5 days
- 06 6 days
- 07 7 days
- 08 (DK) (Skip to F1)
- 09 (Refused) (Skip to F1)
- 10 (Was not some place  
other than work or  
home in past 7 days) (Skip to F1)

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(12/46) (12/47)

E4a. On these days, about how many hours per day were you exposed to other people's smoke? (Open ended  
and code actual number of hours per day)

- 97 Less than one
- 98 (DK)
- 99 (Refused)

\_\_\_\_ (12/48) (12/49)

### YOUTH ACCESS

F1. During the past 12 months, have you been asked by someone under age 18 to BUY or give them cigarettes or chewing tobacco?

- 1 Yes - (Continue)
- 2 No (Skip to G1)
- 3 (DK) (Skip to G1)
- 4 (Refused) (Skip to G1)

\_\_\_\_ ( 5/56)

F1a. Did you BUY OR GIVE them any cigarettes?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_ (12/75)

(There are no #F1a-#F3)

HOLD

\_\_\_\_ 0 ( 5/57-  
5/65)

(There are no F4-F6)

(There is no #F7)

HOLD

\_\_\_\_ 0 ( 5/66)

(There is no F8)

HOLD

\_\_\_\_ 0 (12/14)

**ATTITUDES & OPINIONS**  
**RELATED TO SMOKING**

G1. This next set of questions is about your attitudes about smoking any cigarettes. As I read each, please tell me if you strongly agree, agree, disagree, or strongly disagree with the statement. **(Read A-L) Do you (read 4-1)? (Repeat scale as necessary, but at least every 4th statement)**

- 4 Strongly agree
- 3 Agree
- 2 Disagree, OR
- 1 Strongly disagree
  
- 5 (DK)
- 6 (Refused)
- 7 (Never go to bars)

A. Breathing in smoke from someone else's CIGARETTE can cause lung cancer in a nonsmoker \_\_\_\_\_ ( 5/67)

(There is no B) HOLD \_\_\_\_\_ 0 ( 5/68)

C. You prefer to go to bars that are smoke free \_\_\_\_\_ ( 5/69)

D. Smoking in outdoor public areas should be restricted \_\_\_\_\_ ( 5/70)

E. Store owners should need a license to sell cigarettes just like alcoholic beverages \_\_\_\_\_ ( 5/71)

F. Tobacco advertising in stores should be banned \_\_\_\_\_ ( 5/72)

G. Tobacco companies should NOT be allowed to sponsor sport events, fairs, or community events \_\_\_\_\_ ( 5/73)

(There is no H) HOLD \_\_\_\_\_ 0 ( 5/74)

I. Something should be done to reduce the amount of smoking shown on TV programs and in films \_\_\_\_\_ ( 5/75)

G1. (Continued:)

J. Tobacco companies are generally honest in the information they give the public about their products

\_\_\_\_\_ ( 5/76)

(There are no K and L)

HOLD

0 ( 5/77-  
5/78)

### **MASS MEDIA**

**(INTERVIEWER READ:)** The next set of questions ask about your exposure to the media and different types of advertising. By media we mean radio, television, newspapers, billboards, and the like.

H1. When you see or hear commercials in the media, such as on radio, television, or billboards, how often do you see or hear commercials about the dangers of smoking or chewing tobacco? Would you say **(read 4-1)**?

- 4 A lot
- 3 Sometimes
- 2 Hardly ever
- 1 Never

5 (DK)

6 (Refused)

\_\_\_\_\_ ( 6/12)

H2. When you watch sporting events on TV, how often do you see tobacco advertising such as a racing car or sign with a tobacco brand name or logo? Would you say (read 4-1)?

- 4 A lot
- 3 Sometimes
- 2 Hardly ever, OR
- 1 Never

- 5 (DK)
- 6 (Refused)
- 7 (Don't watch sporting events)

\_\_\_\_\_ ( 6/13)

H3. When you see OUTDOOR BILLBOARDS, how often do you see advertisements FOR cigarettes or chewing tobacco? Would you say (read 4-1)?

- 4 A lot
- 3 Sometimes
- 2 Hardly ever, OR
- 1 Never

- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 6/14)

H4. When you go to sports events, fairs, or community events, how often do you see advertisements or signs FOR cigarettes, chewing tobacco, or cigars? Would you say (read 4-1)?

- 4 A lot
- 3 Sometimes
- 2 Hardly Ever, OR
- 1 Never

- 5 (DK)
- 6 (Refused)
- 7 (Don't go to events)

\_\_\_\_\_ ( 6/15)

H5. When you read any local or national newspapers, how often do you see advertisements FOR cigarettes or chewing tobacco? Would you say (read 4-1)?

- 4 A lot
- 3 Sometimes
- 2 Hardly ever, OR
- 1 Never

- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 6/16)

H6. Have you seen the TELEVISION commercial in which a group of business men are talking about needing people to start smoking because so many people have stopped?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

- 5 (Never watch TV) - **(Skip to H28)**

\_\_\_\_\_ ( 6/17)

**(There is no H7)**

H8. In the past year, have you seen a TELEVISION commercial in which several tobacco company business men raise their hands, swear an OATH before Congress, and then talk about cigarette smoking ?

- 1 Yes - **(Continue)**
- 2 No **(Skip to H13)**
- 3 (DK) **(Skip to H13)**
- 4 (Refused) **(Skip to H13)**

\_\_\_\_\_ ( 6/18)

H9. (If code "1" in H8, ask:) What do you think the OATH commercial is about? (Read and rotate 1-2)

1 The tobacco industry lies about how hard it is to quit smoking

OR

2 The tobacco industry does not believe that second-hand smoke is harmful to other people standing near a smoker

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 6/19)

(There is no H10)

HOLD

\_\_\_\_\_ 0 ( 6/20-  
6/29)

H11. (If code "1" in H8, ask:) Did you talk to anyone, such as family, friends or coworkers, about the OATH commercial?

1 Yes

2 No

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 6/30)

(There is no H12)

HOLD

\_\_\_\_\_ 0 ( 6/31-  
6/32)

H13. In the past year, have you seen a TELEVISION commercial in which a young child is using alphabet BLOCKS to spell out the names of health problems?

1 Yes - (Continue)

2 No (Skip to H17)

3 (DK) (Skip to H17)

4 (Refused) (Skip to H17)

\_\_\_\_\_ ( 6/33)

H14. (If code "1" in H13, ask:) What do you think the  
Blocks commercial is about? (Read and rotate 1-2)

1     There is a new reading program which  
      teaches young children about health  
      problems like asthma

OR

2     When children are around cigarette  
      smoke, it can cause them to have health  
      problems

3     (DK)

4     (Refused)

\_\_\_\_\_ ( 6/34)

(There is no H15)

HOLD

\_\_\_\_\_ 0 ( 6/35-  
6/44)

H16. (If code "1" in H13, ask:) Did you talk to anyone  
about the Blocks commercial?

1     Yes

2     No

3     (DK)

4     (Refused)

\_\_\_\_\_ ( 6/45)

H17. In the past year, have you seen a TELEVISION  
commercial in which a SAD MAN is sitting in a  
chair talking about his wife who died?

1     Yes - (Continue)

2     No (Skip to H20)

3     (DK) (Skip to H20)

4     (Refused) (Skip to H20)

\_\_\_\_\_ ( 6/46)

H18. (If code "1" in H17, ask:) What do you think the SAD MAN commercial is about? (Read and rotate 1-2)

1 Pregnant women should not smoke

OR

2 The dangers of non-smokers breathing in other people's smoke

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 6/47)

H19. (If code "1" in H17, ask:) Did you talk to anyone about the SAD MAN commercial?

1 Yes

2 No

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 6/48)

H20. In the past year, have you seen a TELEVISION commercial, in which a BOY, talking sadly, remembers things about his father who died from cancer?

1 Yes - (Continue)

2 No (Skip to H27a)

3 (DK) (Skip to H27a)

4 (Refused) (Skip to H27a)

\_\_\_\_\_ ( 6/49)

H21. (If code "1" in H20, ask:) What do you think the BOY commercial is about? (Read and rotate 1-2)

1 The father died because he was around to many smokers at work.

OR

2 The tobacco industry hurts more than just smokers. It also hurts their families.

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 6/50)

(There is no H22)

HOLD

0 ( 6/51-  
6/60)

H23. (If code "1" in H20, ask:) Did you talk to anyone  
about the BOY commercial?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

           ( 6/61)

(There are no H24-H27)

H27a. (If code "1" in H8, H13, H17 or H20, ask:) As  
a result of seeing one or more of these  
commercials on TELEVISION, did you (read A-B,  
as appropriate)? (NOTE TO INTERVIEWER: We are  
talking about the Oath, Blocks, Sad Man and  
Boy commercials)

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

A. (If code "1" in D9, ask:) Think about  
quitting smoking?

           ( 6/62)

B. (If code "2" in D9, ask:) Think about  
asking someone not to smoke?

           ( 6/63)

H28. In the past year, have you seen an outdoor, bus or billboard sign with a picture of a sad boy and words that talk about how the boy's DAD was hurt by tobacco?

1 Yes - (Continue)

2 No (Skip to "Note" before H31a)

3 (DK) (Skip to "Note" before H31a)

4 (Refused) (Skip to "Note" before H31a)

\_\_\_\_\_ ( 6/67)

H29. (If code "1" in H28, ask:) What do you think the DAD sign is about? (Read and rotate 1-2)

1 There is a 1-800 number you can call to report illegal smoking in work places

OR

2 There is a 1-800 number you can call to talk about being hurt by tobacco.

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 6/68)

H30. Did you talk to any family, friends or co-workers about the DAD outdoor, bus or billboard sign?

1 Yes

2 No

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 6/69)

(There is no H31)

HOLD

\_\_\_\_\_ 0 (12/16-  
12/17)

(If code "1" in H20,  
or code "1" in H28, Continue;  
Otherwise, Skip to H31b)

H31a. As a result of seeing the [(if code 1 in H20 ask:) BOY television commercial/(if code 1 in H28 ask:) the DAD outdoor, bus or billboard sign/(if code 1 in H20, and code 1 in H28 ask:) BOY television commercial or the DAD outdoor, bus or billboard sign], did you call the phone number, 1-800-4 A Voice?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ (12/50)

H31b. In the past year, have you seen an outdoor billboard sign in which a COWBOY in a red shirt leans against a fence and talks on a cell-phone?

- 1 Yes - (Continue)
- 2 No (Skip to "Note" before H31e)
- 3 (DK) (Skip to "Note" before H31e)
- 4 (Refused) (Skip to "Note" before H31e)

\_\_\_\_\_ (12/51)

H31c1. (If code "1" in H31b, and code "1" or "2" in S4, ask:) What do you think the Cowboy billboard sign is about? (Read and rotate 1-2)

1 There is a phone number you can call to report sales of tobacco to minors

OR

2 There is a phone number you can call to stop smoking

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 6/65)

H31c2. (If code "1" in H31b, and code "3" or "4" in S4, ask:) What do you think the Cowboy billboard sign is about? (Read and rotate 1-2)

1 Smoking may cause an embarrassing health problem

OR

2 If you must smoke, it's better to smoke outside

3 (DK)

4 (Refused)

\_\_\_\_\_ (13/12)

H31d. (If code "1" in H31b, ask:) Did you talk to anyone about the Cowboy bus or billboard sign?

1 Yes

2 No

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 6/66)

(If code "1" in H28,  
or code "1" in H31b, Continue;  
Otherwise, Skip to H32)

H31e. As a result of seeing [(if code "1" in H31b,  
say:) the Cowboy billboard/(if code "1" in  
H28, say:) the DAD/(if code "1" in H28 and  
code "1" in H31b, say:) the cowboy or DAD]  
outdoor, bus or billboard sign, did you (read  
A-B, as appropriate)?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

A. (If code "1" in D9, ask:) Think about \_\_\_\_\_ (12/16)  
quitting smoking

B. (If code "2" in D9, ask:) Think about \_\_\_\_\_ (12/17)  
asking someone not to smoke

H32. On a typical weekday, Monday through Friday, from  
the time you get up to the time you go to bed,  
about how many hours do you usually watch  
television?

- 1 Less than one hour a day
- 2 One to three hours
- 3 Four to six hours
- 4 More than 6 hours a day
- 5 (DK)
- 6 (Refused)
- 7 (Don't watch television) \_\_\_\_\_ (12/52)

H32a. When you go to a small market, convenience store, or gas station mini-mart, how often do you see advertisements or signs for cigarettes or chewing tobacco? Would you say (read 4-1)?

- 4 A lot
- 3 Sometimes
- 2 Hardly ever, OR
- 1 Never

- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ (12/53)

(INTERVIEWER READ:) The next two questions are about tobacco promotional items, which are items like tee-shirts, jackets, sports gear, lighters, hats, or sunglasses, that have tobacco company brand names or logos on them.

H33. How many items do you own that have a tobacco company brand name or logo on them? (Open ended and code)

- 0 None
- 1 One item
- 2 Two or three items
- 3 Four or more items

- 4 (DK)
- 5 (Refused)

\_\_\_\_\_ ( 6/71)

H34. Have you ever received in the mail a survey, coupon, free gift, or product catalog from a tobacco company?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ ( 6/72)

**RECALL OF COMMUNITY PROGRAMS**

(There are no I1-I4)

(There are no I5 and I6)

HOLD      0 ( 6/73-  
6/74)

(There is no I7)

(There are no #I8-#I10)

HOLD      0 ( 6/75-  
6/77)

**RECALL OF COMMUNITY PROGRAMS**

**(INTERVIEWER READ:)** The next section focuses on efforts to keep kids from buying cigarettes or chewing tobacco in your community.

(There are no #I12 and #I13)

HOLD      0 ( 6/79)  
0 ( 7/12-  
7/13)

I14. Have you heard about any of the following activities in your county in the past year to keep children under 18 from getting cigarettes? Have you heard about (read and rotate A-C, as appropriate)?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

A. Efforts to stop adults from giving cigarettes to youth under 18 years of age (e.g., posters, or ads on radio or TV) \_\_\_\_\_ ( 7/14)

(There is no B) HOLD 0 ( 7/15)

C. "Sting" operations to catch merchants who sell cigarettes to youth under 18 years \_\_\_\_\_ ( 7/16)

I15. In the past year, have you SEEN signs, TV ads or HEARD radio ads telling people to call 1-800-5-ASK-4-ID if they see a young person being sold cigarettes?

- 1 Yes - (Continue)
- 2 No (Skip to I17)
- 3 (DK) (Skip to I17)
- 4 (Refused) (Skip to I17)

\_\_\_\_\_ ( 7/17)

I16. (If code "1" in I15, ask:) During the past 12 months, have you called the 1-800-5-ASK-4-ID telephone number to report someone who illegally sold tobacco to a youth under age 18?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ ( 7/18)

I17. Have you seen signs posted in stores saying "It's the Law" or "We Card"?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ ( 7/19)

I18. In the past year, how often have you TALKED WITH ANYONE, such as family, friends, or co-workers, about the problem of youth getting cigarettes? Would you say (read 4-1)?

- 4 Often
- 3 Sometimes
- 2 Hardly ever (rarely), OR
- 1 Never
- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 7/20)

I19. Have you heard about any of the following activities in your county in the past year to reduce the presence of tobacco and tobacco advertising. Have you heard about (read and rotate A-D)?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

I19. (Continued:)

- A. Efforts to reduce tobacco sponsorship of sporting and community events \_\_\_\_\_ ( 7/21)
- B. Efforts to pass local laws to reduce advertising on sidewalks or store windows \_\_\_\_\_ ( 7/22)
- C. Efforts to make cigars seem less glamorous and "cool" \_\_\_\_\_ ( 7/23)

(There is no D) HOLD \_\_\_\_\_ 0 ( 7/24)

(There is no I20) HOLD \_\_\_\_\_ 0 ( 7/25)

I21. In the past year, how often have you TALKED WITH ANYONE, such as family, friends, or coworkers, about the problem of tobacco advertising and marketing? Would you say (read 4-1)?

- 4 Often  
3 Sometimes  
2 Hardly ever (rarely), OR  
1 Never

5 (DK)  
6 (Refused) \_\_\_\_\_ ( 7/26)

I22. Have you heard about any of the following activities to reduce second-hand smoke in your county in the past year? Have you heard about (read and rotate A-F)? (INTERVIEWER NOTE: Second-hand smoke = breathing smoke from someone else's cigarette.)

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

A. Efforts to enforce AB 13, the law that bans smoking in restaurants and workplaces \_\_\_\_\_ ( 7/27)

(There is no B) HOLD 0 ( 7/28)

C. Efforts to encourage people to set rules against smoking inside their homes or cars \_\_\_\_\_ ( 7/29)

D. Efforts to enforce the ban on smoking in bars \_\_\_\_\_ (12/54)

E. Efforts to restrict smoking in outdoor places, such as zoos, playgrounds and college campuses \_\_\_\_\_ (12/55)

F. Efforts to educate and inform people about the dangers of second-hand smoke \_\_\_\_\_ (12/56)

(There is no I23) HOLD 0 ( 7/30)

I24. In the past year, how often have you TALKED TO ANYONE, such as family, friends, or coworkers, about the problem of second-hand smoke? Would you say (read 4-1)?

- 4 Often
- 3 Sometimes
- 2 Hardly ever (rarely), OR
- 1 Never

5 (DK)  
6 (Refused) \_\_\_\_\_ ( 7/31)

(There are no Sections J and K)

**PERCEIVED SOCIAL NORMS**  
**RELATED TO SMOKING**

(There are no L1-L2a)

HOLD      0 ( 7/32-  
7/40)

**INTENTIONS/SOCIAL INFLUENCES**

(There is no Section M)

**PUBLIC/VOLUNTARY POLICIES**

**(INTERVIEWER READ:)** The next set of questions are about  
smoking policies in the home, work,  
and public places.

N1. In your home, can **(read 1-3)**?

1      Family and visitors smoke wherever they  
want

OR

2      Smoke in certain rooms only

OR

3      NOT SMOKE anywhere inside your home

4      (DK)

5      (Refused)

           ( 7/41)

N1a. How often have you had to ask someone to follow your home smoking rule in the past 12 months?  
(Open ended and code)

- 1 Never
- 2 Once or twice
- 3 Several times
- 4 Many times

5 (DK)

6 (Refused)

\_\_\_\_\_ (12/57)

N2. What are the rules about smoking in your family cars? Would you say (read 1-3)?

- 1 Smoking is never allowed in any car

OR

- 2 Smoking is allowed sometimes in some cars

OR

- 3 There are no rules about smoking in the car

4 (Do not have a family car)

5 (DK)

6 (Refused)

\_\_\_\_\_ ( 7/42)

(If code "1" or "3" in S4, Continue;  
Otherwise, Skip to N4a)

N3. Do you personally think it is okay for a person to  
smoke around nonsmokers in the following settings?  
(Read and rotate A-I)

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

(There is no A) HOLD 0 ( 7/43)

B. In a smoker's car or home            ( 7/44)

C. In a hotel lobby            ( 7/45)

D. In an outdoor cafe or restaurant            ( 7/46)

E. In a bus shelter or bus stop            ( 7/47)

F. Close to the entrance of businesses and  
public buildings            ( 7/48)

G. In a bar            ( 7/49)

H. At outdoor community events, such as fairs,  
rodeos and concerts            (12/58)

I. In public places, such as the zoo,  
playgrounds or on college campuses           

(There is no N4) HOLD 0 ( 7/50)

N4a. During the past 12 months, how many times have you asked someone not to smoke around you? (Read 1-4, then 7)

- 1     Never     -     (Skip to "Note" before N5a)
- 2     Once or twice
- 3     Several times
- 4     Many times
- 5     (DK)                             (Skip to "Note" before N5a)
- 6     (Refused)                        (Skip to "Note" before N5a)
- 7     I have never been  
       around anyone  
       smoking                        (Skip to "Note" before N5a)     \_\_\_\_\_ ( 7/50)

N4b. The last time you asked someone not to smoke, who was the person? (Open ended and code)

- 01    Other (list)
- 02    (DK)
- 03    (Refused)
- 04    HOLD
- 05    HOLD
- 06    Spouse or partner
- 07    Parent
- 08    Child
- 09    Another relative
- 10    A friend
- 11    A co-worker
- 12    Another known person
- 13    A stranger

\_\_\_\_\_  
(12/60) (12/61)

N4c. The last time you asked someone not to smoke, what did they do? **(Read 06-09, then 01)**

- 01 OR, something else (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD

- 06 Stopped smoking
- 07 Ignored you
- 08 Moved away from you
- 09 Said something negative  
to you

\_\_\_\_ (12/62) (12/63)

(There is no N5)

HOLD

0 ( 7/51)

**(If code "1" in D9, Continue;  
Otherwise, Skip to N6a)**

N5a. About how many times in the past twelve months, has anyone asked you not to smoke when you were smoking or were about to smoke? (Open ended and code)

- 1 Never
- 2 Once or twice
- 3 Several times
- 4 Many times

- 5 (DK)
- 6 (Refused)

\_\_\_\_ (12/64)

(There is no N6)

HOLD

0 ( 7/52)

N6a. In bars or taverns, can you smoke (read 1-3)?

- 1     Nowhere in the bar
- 2     In some sections of the bar, OR
- 3     Anywhere in the bar
  
- 4     (At tables only outside the bar or tavern)
- 5     (No bar or tavern in community)
- 6     (DK)
- 7     (Refused)

\_\_\_\_\_ ( 6/78)

N7. Have you been to a bar in the last six months?

- 1     Yes   -   (Continue)
  
- 2     No                                (Skip to N9)
- 3     (DK)                                (Skip to N9)
- 4     (Refused)                                (Skip to N9)

\_\_\_\_\_ ( 7/53)

N8. (If code "1" in N7, ask:) Did you see anybody smoking in any of the bars you visited?

- 1     Yes   -   (Continue)
  
- 2     No                                (Skip to "Note" before #N9a)
- 3     (DK)                                (Skip to "Note" before #N9a)
- 4     (Refused)                                (Skip to "Note" before #N9a)

\_\_\_\_\_ ( 7/54)

N8a. (If code "1" in N8, ask:) When you saw someone smoking, did you, (read 1-6)?

- 1     Do nothing
- 2     Ask the smoker to stop
- 3     Move to another part of the bar
- 4     Leave the bar
- 5     Complain to a bar employee, OR
- 6     Start smoking yourself
  
- 7     (DK)
- 8     (Refused)
- 9     (Do something else)

\_\_\_\_\_ (12/65)

HOLD                0    ( 7/55)

N9. Please tell me if you strongly agree, agree, disagree or strongly disagree with the following statement(s). (Read and rotate A-B, as appropriate)

- 4 Strongly agree
- 3 Agree
- 2 Disagree
- 1 Strongly disagree
  
- 5 (DK)
- 6 (Refused)

- A. (If code "1" in N7, ask:) In your community, policies to ban smoking in bars are being enforced \_\_\_\_\_ (12/66)
- B. The law banning smoking in bars should be overturned \_\_\_\_\_ (12/67)

(If code "1" in E2, Continue; Otherwise, Skip to R1)

N9a. Altogether, do more than 5 people work at your work site?

- 1 Yes - (Skip to N12)
- 2 No (Continue)
- 3 (DK) (Continue)
- 4 (Refused) (Continue) \_\_\_\_\_ ( 7/56)

N10. (If code "2", "3" or "4" in N9a, ask:) Is there an official policy that restricts smoking in any way at your work site?

- 1 Yes - (Continue)
- 2 No (Skip to N13)
- 3 (DK) (Skip to N13)
- 4 (Refused) (Skip to N13) \_\_\_\_\_ ( 7/57)

(There is no N11) HOLD \_\_\_\_\_ 0 ( 7/58)

N12. How many smokers at your work site break the no smoking rules? Would you say (read 0-4)?

- 0 None
- 1 A few
- 2 Some
- 3 Most, OR
- 4 All of them

- 5 (DK)
- 6 (Refused)

\_\_\_\_\_ ( 7/59)

N13. What is the county where you work? (Open ended and code)

- 001 Alameda
- 013 Contra Costa
- 019 Fresno
- 033 Lake
- 035 Lassen
- 037 Los Angeles
- 051 Mono
- 053 Monterey
- 059 Orange
- 063 Plumas
- 067 Sacramento
- 071 San Bernardino
- 073 San Diego
- 075 San Francisco
- 081 San Mateo
- 085 Santa Clara
- 089 Shasta
- 115 Yuba
  
- 997 Other (list)
- 998 (DK)
- 999 (Refused)

\_\_\_\_\_ ( 7/60 - 7/62)

**RECALL OF CDE PROGRAMS**

(There is no Section O)

**ENFORCEMENT OF PUBLIC/  
VOLUNTARY POLICIES**

(There is no Section P)

HOLD                      0 ( 7/63-  
7/65)

R1. Next, I am going to read you a series of statements. For each, please tell me if you strongly agree, agree, disagree or strongly disagree with the statement. Please tell me if the statement does not apply to you. **(Read and rotate A-F, as appropriate)**

- 4 Strongly agree
- 3 Agree
- 2 Disagree
- 1 Strongly disagree

- 5 (DK)
- 6 (Refused)
- 7 (Didn't live in California ten years ago)
- 8 (Haven't been to other states/  
Other areas of the country)

A. I don't see a lot of smoking in public places in California \_\_\_\_\_ (12/68)

B. **(If code "30-97" in A4a, ask:)** I used to see a lot of smoking in public places in California ten years ago \_\_\_\_\_

C. It bothers me to be around cigarette smoke \_\_\_\_\_ (12/70)

D. I would feel more comfortable asking a stranger not to smoke around me in California than in other areas of the country \_\_\_\_\_ (12/71)

R1. (Continued:)

E. (If code "30-97" in A4a, ask:) I would feel  
more comfortable asking a stranger not to  
smoke around me now than I did ten years ago \_\_\_\_\_ (12/72)

F. I see a lot of smoking in public places in  
other states \_\_\_\_\_ (12/73)

R2. If someone next to you were smoking and it  
bothered you, how easy or hard would it be to ask  
them to stop or move to another area? Would it be  
(read 4-1)?

- 4 Very easy
- 3 Sort of easy
- 2 Sort of hard, OR
- 1 Very hard

5 (DK)  
6 (Refused) \_\_\_\_\_ (12/74)

(GO TO DEMOGRAPHICS)

**DEMOGRAPHICS BEGIN HERE:**

Q1. GENDER: **(Code only; do not ask)**

- 1 Male
- 2 Female

\_\_\_\_\_ ( 1/44 )

Q2. Are you of HISPANIC ORIGIN OR DESCENT such as Mexican American, Chicano, Central-American, Puerto Rican, Cuban, or Latino?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_ ( 7/66 )

Q3. What is your race? Would you say **(read 06-11)**?

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD
  
- 06 White or Caucasian
- 07 Black or African-American
  
- 08 Asian - **(Continue)**
  
- 09 Pacific Islander
- 10 American Indian or Native  
American Indian
- 11 Alaska Native
  
- 12 (Hispanic)

\_\_\_\_\_ ( 7/67 ) ( 7/68 )

**(DEMOGRAPHICS CONTINUED)**

(If code "01-03" in Q3,  
AND code "1" in Q2  
OR if code "12" in Q3, Continue;  
If code "08" in Q3, Skip to Q4;  
Otherwise, Skip to Q5)

Q3a. (If code "01-03" in Q3, AND code "1" in Q2, OR if  
code "12" in Q3, ask:) Do you consider yourself to  
be white-Hispanic or black-Hispanic?

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD
  
- 06 White-Hispanic
- 07 Black-Hispanic
- 08 (Hispanic/Respondent refuses  
to discriminate)

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( 7/69) ( 7/70)

Q4. (If code "08" in Q3, ask:) Are you (read 06-13)?

- 01 Other (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD
  
- 06 Chinese
- 07 Japanese
- 08 Korean
- 09 Filipino
- 10 Vietnamese
- 11 Cambodian
- 12 Laotian
- 13 Indian

---

( 7/71) ( 7/72)

(DEMOGRAPHICS CONTINUED)

Q5. What language do you speak when you are at home,  
(read 1-5)?

- 1 English only
- 2 Mostly English
- 3 Half English, half another language
- 4 Mostly another language
- 5 Another language only

6 (DK)

7 (Refused)

\_\_\_\_\_ ( 7/73)

Q6. What is the highest grade or year of school you  
completed? (Open ended and code)

- 01 Eighth grade or less
- 02 Some high school (grades 9-11)
- 03 Grade 12 or GED certificate  
(high school graduate)
- 04 Some technical high school
- 05 Technical school graduate
- 06 Some college
- 07 College graduate
- 08 Postgraduate or professional degree
- 09 (DK)
- 10 (Refused)

\_\_\_\_\_ ( 7/74) ( 7/75)

(There is no #Q7)

(DEMOGRAPHICS CONTINUED)

Q8. Is your total annual household income, before taxes, over or under \$35,000?

(If "Under", ask:) Is it over or under \$25,000?

(If "Under", ask:) Is it over or under \$15,000?

(If "Over", ask:) Is it over or under \$45,000?

(If "Over", ask:) Is it over or under \$55,000?

(If "Over", ask:) Is it over or under \$75,000?

(If "Over", ask:) Is it over or under \$100,000?

1 Under \$15,000

2 \$15,000 to \$24,999

3 \$25,000 to \$34,999

4 \$35,000 to \$44,999

5 \$45,000 to \$54,999

6 \$55,000 to \$74,999

7 \$75,000 to \$99,999

8 \$100,000 or over

9 (DK)

0 (Refused)

\_\_\_\_\_ ( 7/78)

Q9. Are you registered to vote?

1 Yes

2 No

3 (DK)

4 (Refused)

\_\_\_\_\_ ( 7/80)

(There is no Q10)

HOLD

\_\_\_\_\_ 0 ( 8/12)

(DEMOGRAPHICS CONTINUED)

Q11. Including this number, how many telephone lines are there in your house that are primarily for non-business use? (Open ended and code actual number)

- 97 97+
- 98 (DK)
- 99 (Refused)

\_\_\_\_\_  
( 8/13) ( 8/14)

Q12. Thank you for your time (today/tonight). Your opinions have been very valuable. In the future, we may be re-contacting some people to ask a few additional questions. Could we have your permission to call you again to learn a bit more about your thoughts and opinions?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

\_\_\_\_\_  
(12/20)

**(INTERVIEWER READ:)** Again, this is \_\_\_\_\_, with The Gallup Organization of Lincoln, Nebraska. I'd like to thank you for your time. Our mission is to "help people be heard", and your opinions are important to Gallup in accomplishing this.

**(VALIDATE PHONE NUMBER AND THANK RESPONDENT)**

INTERVIEWER I.D.# \_\_\_\_\_ ( 2/41-  
2/44)

REVISIONS

11/19/99

Changed numbering on H31c to H31c1

Added H31c2

Revised wording in H31c1

vkt\larsen\ca tobacco-adult-911